



Express Mail Label No. EM125015825US

UV-174 Cont 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : M. Scott Reichardt et al.
Application No. : 10/618,154 Confirmation No. : 4144
Filed : July 11, 2003
For : SYSTEMS AND METHODS FOR COORDINATING
INTERACTIVE AND PASSIVE ADVERTISEMENT
AND MERCHANDISING OPPORTUNITIES
Art Unit : 2623
Examiner : Hoang Vu A Nguyen Ba

New York, New York 10036
June 18, 2008

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

In response to the Office Action mailed on
March 18, 2008, applicants request reconsideration in view
of the following amendments and remarks:

Amendment to the Specification begin on page 2 of
this Reply.

Amendments to the Drawings begin on page 9 of
this Reply and include one (1) attached replacement sheet.

Amendments of the Claims begin on page 10 of this
Reply.

Remarks begin on page 24 of this Reply.